C: Ed Wickham
3/26/70

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March 23, 1970

TO: Board of Directors of T.I.T.L.

FROM: William L. Steele

SUBJECT: Results for the retesting of selected brands from market samples 3 and 4.

T.I.T.L. retested the brands listed in the F.T.C. report of February 27, 1969, released March 5, 1969, under the increased "tar" or nicotine category. The number of brands retested was restricted by eliminating those brands not currently on the market (Cascade, Colony filter, Colony filter menthol, Omar, and Sweet Caporal). The results of the test are attached.

The tar and nicotine results for the two pick-ups were tested for significant differences using the "t" test at the 5% level with 30 degrees of freedom (sixteen samples per mean value). Those cases in which tar or nicotine reflected a difference in the statistical sense are marked with an "S" to the right of the appropriate data columns. A list of those varieties which had test

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results differing statistically is also attached. The sign of the difference when 3 is compared to 4 is indicated by a plus or minus sign in the columns headed nicotine and tar. Conclusions as to whether or not these differences are real in a practical sense will not be attempted.

William L. Steele

Board of Directors of T.I.T.L.:

Dr. William W. Bates
Dr. Ivor W. Hughes
Mr. E. S. Harlow
Dr. Murray Senkus
Dr. Helmut Wakeham

WLS/alf

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